



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

# CONTRACT

And:

**American Rambler**  
**138 Conant Street**  
**Beverly, MA 01915**

<u>Contract / Revision</u> 964385 /		<u>Alt Order #</u> 06378025
<u>Product</u> ROMNEY FOR PRESIDENT		
<u>Contract Dates</u> 10/17/12 - 10/23/12		<u>Estimate #</u>
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 10/18/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WLWT	10/22/12	10/23/12	6-7a news	6-7a		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$800.00			
2	WLWT	10/17/12	10/19/12	6-7a news	6-7a		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$800.00			
3	WLWT	10/22/12	10/23/12	NBC Today Show	7-9a		:30			NM	4	\$4,800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				4	\$1,200.00			
4	WLWT	10/17/12	10/19/12	NBC Today Show	7-9a		:30			NM	6	\$7,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				6	\$1,200.00			
5	WLWT	10/22/12	10/23/12	NBC Today Show II	9-10a		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$800.00			
6	WLWT	10/17/12	10/19/12	NBC Today Show II	9-10a		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$800.00			
7	WLWT	10/22/12	10/23/12	12-1230p M-F news	12-1230p		:30			NM	2	\$900.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$450.00			
8	WLWT	10/17/12	10/19/12	12-1230p M-F news	12-1230p		:30			NM	3	\$1,350.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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964385 /	06378025

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/12 - 10/23/12	ROMNEY FOR PRESID	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney/R/President	10/18/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$450.00												
9	WLWT	10/22/12	10/23/12	5-530p M-F news	5-530p		:30			NM	2	\$2,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$1,000.00												
10	WLWT	10/17/12	10/19/12	5-530p M-F news	5-530p		:30			NM	3	\$3,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$1,000.00												
11	WLWT	10/22/12	10/23/12	5-530p M-F news	5-530p		:30			NM	2	\$2,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$1,000.00												
12	WLWT	10/17/12	10/19/12	5-530p M-F news	5-530p		:30			NM	3	\$3,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$1,000.00												
13	WLWT	10/22/12	10/23/12	6-630p M-F news	6-630p		:30			NM	2	\$2,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/22/12 10/28/12 MT----- 2 \$1,000.00												
14	WLWT	10/17/12	10/19/12	6-630p M-F news	6-630p		:30			NM	3	\$3,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --WTF-- 3 \$1,000.00												
15	WLWT	10/17/12	10/17/12	W9-10p	W9-10p		:30			NM	2	\$7,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 --2----- 2 \$3,500.00												
16	WLWT	10/18/12	10/18/12	Th9-10p	Th9-10p		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ---1--- 1 \$3,000.00												
17	WLWT	10/19/12	10/19/12	F9-10p	F9-10p		:30			NM	2	\$4,400.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ----2-- 2 \$2,200.00												
18	WLWT	10/19/12	10/19/12	F10-11p	F10-11p		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 ----1-- 1 \$3,000.00												
19	WLWT	10/20/12	10/20/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$1,600.00
Class of Time - Pre-emptible with notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2- 2 \$800.00												
20	WLWT	10/20/12	10/20/12	NBC Saturday Today	Sa8-10a		:30			NM	2	\$2,400.00
Class of Time - Pre-emptible with notice												

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2- 2 \$1,200.00												
21	WLWT	10/20/12	10/20/12	Sa 10-11a News	Sa 10-11a		:30			NM	2	\$1,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2- 2 \$600.00												
22	WLWT	10/20/12	10/20/12	11-1135p M-Su	11-1135p		:30			NM	2	\$3,400.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2- 2 \$1,700.00												
23	WLWT	10/21/12	10/21/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2 2 \$1,500.00												
24	WLWT	10/21/12	10/21/12	Su 9-10a News	Su 9-10a		:30			NM	2	\$1,800.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2 2 \$900.00												
25	WLWT	10/21/12	10/21/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$1,200.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----1 1 \$1,200.00												
26	WLWT	10/21/12	10/21/12	NFL Pre-Game	NFL		:30			NM	1	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----1 1 \$3,000.00												
27	WLWT	10/21/12	10/21/12	Late News after NFL	Late News		:30			NM	2	\$3,000.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----2 2 \$1,500.00												
28	WLWT	10/21/12	10/21/12	SU 530-6a	SU 530-6a		:30			NM	1	\$150.00
Class of Time - Pre-emptible with notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----1 1 \$150.00												
N 29	WLWT	10/21/12	10/21/12	BENGALS GAME 10/21	BENGALS GAME		:30			NM	2	\$24,000.00
Class of Time - Immediately Pre-emptible without notice												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/15/12 10/21/12 -----S 2 \$12,000.00												
<b>Totals</b>											<b>65</b>	<b>\$99,400.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	65	\$99,400.00	\$84,490.00
<b>Totals</b>	<b>65</b>	<b>\$99,400.00</b>	<b>\$84,490.00</b>

✓  
 64690  
 20,400  
 84,490

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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